

## **Presentation of the professional Master degree program**

### **BUSINESS ADMINISTRATION IN TRADE, TOURISM AND SERVICES**

The professional Master degree program *Business administration in Trade, Tourism and Services (AACTS)* is part of the Faculty of Management-Marketing, Business Administration domain, as a distinct full-time program, taught in Romanian, with the duration of 2 years / 4 semesters.

This program is a major element of the bachelor-master-PhD cycle and it is compatible with other Master's degree studies (in terms of mission, objectives and curricula) organized by Romanian and European universities that prepare experts in this domain or related fields.

The Master's degree program *Business Administration in Trade, Tourism and Services* focuses on in-depth issues related to the undergraduate major *Economy of Trade, Tourism and Services* and it is a higher qualification extension of the bachelor's degree program.

The graduate program *Business Administration in Trade, Tourism and Services (AACTS)* is meant for:

- Primarily, graduates with a first degree in Business Administration;
- Also, graduates with a first degree in Economics;
- Graduates of different majors (other than economics), who wish to get specialized training in Business Administration;
- Professionals from companies, graduates of bachelor's degree programs who are already employed and have practical experience.

The aim of the Master's degree program *Business Administration in Trade, Tourism and Services (AACTS)* is to train high-quality experts in business administration and management for trade, tourism and services organizations, through the acquisition and development of specialized knowledge, abilities, values and attitudes of individuals interested in improving their professional level in order to ensure the operation and management of economic agents in this domain at parameters imposed by the dynamics of national and international economies, and to develop high-performance scientific research, but also capable of getting involved in entrepreneurial and innovative activities on their own.

After graduating the Master's degree program *Business Administration in Trade, Tourism and Services (AACTS)*, the graduates will possess a set of knowledge, competences, values and attitudes that allow them to get hired in operational and executive positions, to

make the most of their competences in entrepreneurial endeavors, but also to further their academic studies.

The Master's degree program *Business Administration in Trade, Tourism and Services (AACTS)* has the following **overall objectives** in its academic curricula:

- ✓ To ensure theoretical and practical training of the students, in compliance with European and international standards;
- ✓ To help the students acquire knowledge and develop skills required by employers, allowing the graduates successful integration on the labor market;
- ✓ To ensure the best training for experts in Business Administration;
- ✓ Through an optimal combination of subjects from economics, finance, marketing and strategic management, the program ensures an integrated educational experience, by developing decision-making abilities in trade, tourism and services, and by expanding the understanding of the operation of a company and public institutions in a competitive global environment;
- ✓ To help the students acquire modern notions and techniques in quantitative economic theory and management theory, necessary to solve issues in trade, tourism and services;
- ✓ To help the students understand the economic and financial mechanisms, the specialized language, the negotiation and communication techniques in the national and European economic environment;
- ✓ To help the students acquire advanced knowledge in project implementation and in contracting financial resources for regional and European economic and social development;
- ✓ To help the students acquire the ability to design, develop and implement business strategies, plans and programs in trade, tourism and services;
- ✓ To form entrepreneurs able to make the most of the market opportunities, to adjust themselves to the dynamics of the environment, to develop businesses that create added value: innovative goods and services that meet the needs of individuals and society.

The **specific objectives** of the Master's degree program *Business Administration in Trade, Tourism and Services (AACTS)* are:

- ✓ To help the graduates understand economic concepts that are typical of the domain of trade, tourism and services;
- ✓ To help the graduates know in detail the principles, systems, methods and techniques that are typical of the management in trade, tourism and services;

- ✓ To help the graduates adapt and use managerial methods and techniques to solve issues under circumstances of uncertainty and incomplete information;
- ✓ To have the graduates analyze the regional and global context of trade, tourism and services, as well as of the implications of globalization upon global and regional economic development;
- ✓ To have the graduates process and manage economic and financial information, methods and techniques typical of the domain;
- ✓ To have the graduates work in teams to implement domain-specific programs;
- ✓ To have the graduates use their abilities for critical-constructive analysis of the concepts, theories and tools, depending on the given context;
- ✓ To have the graduates creatively use the information available and express competent opinions;
- ✓ To help the graduates explain and interpret well-known diagnostic tools for companies in trade, tourism and services, but also recent methods arisen from practical needs;
- ✓ To help the graduates develop studies on certainties and risks in trade, tourism and services;
- ✓ To have the graduates collect, analyze and interpret various information and to develop concrete arguments to interpret actual situations in European context;
- ✓ To have the graduates identify problems, generate solutions and understand the consequences of the decisions in terms of marketing;
- ✓ To help the graduates use methods and techniques of market research;
- ✓ To have the graduates apply negotiation principles, strategies, tactics and techniques;
- ✓ To have the graduates adapt and apply research methods and techniques, in order to ensure a strategic development of the sector.

*Competences* of the graduates of the Master's degree program *Business Administration in Trade, Tourism and Services (AACTS)*:

- **Professional competences:**
  - Provides consultancy on efficiency improvements;
  - Coordinates the alignment of efforts towards business development;
  - Ensures compliance with policies;
  - Improves business processes;
  - Manages business knowledge;

- Analyzes the organizational context;
- Conducts business analysis;
- Identifies undetected organizational needs;
- Analyzes business plans;
- Provides advice on personnel management;
- Establishes business relationships;
- Conducts quantitative research;
- Analyzes business requirements;
- Analyzes business processes;
- Manages remedial actions;
- Identifies improvement actions to be taken.

➤ ***Cross-curricular competences:***

- Provides advice to others;
- Honors commitments;
- Shows determination;
- Identifies problems;
- Critically assess information and its sources.

Given the above-mentioned competences, the graduates of the Master's degree program *Business Administration in Trade, Tourism and Services (AACTS)* have a wide range of hiring opportunities in various public and private organizations, ranging from SMEs to multinational companies in trade, tourism or services. After finishing their studies, the graduates of the Master's degree program *Business Administration in Trade, Tourism and Services (AACTS)* will have access, depending on their professional aspirations, personality and personal development, to managerial and non--managerial positions, as experts in process improvement, business consultant and other jobs, according to the Romanian Occupations Catalogue (COR) / ISCO 08 and the requirements of the employers on the labor market.

***The curricula*** of the Master's degree program *Business Administration in Trade, Tourism and Services (AACTS)* includes required and elective subjects, internships and a dissertation preparation period.

The subjects studied cover all the main topics of the domain and provide the students with all the necessary tools for the in-depth study of business administration in trade, tourism and services. Among the studied subjects, there are:

- Management of the tertiary sector
- Marketing strategies and policies in commerce, tourism, and services
- Business strategies in tertiary sector organizations
- Human resources strategies and policies
- Relationship selling management
- Management of European projects
- International business negotiation
- International business law
- Methodology of scientific research
- Ethics and academic integrity (required subject)

*Elective* subjects include:

- Business communication techniques / Organizational and managerial behavior
- Models of Consumer Preferences and Behavior / Economic Policies
- Quantitative market research methods in the tertiary sector / Rural Tourism Organization
- Financial and banking management / Quality Audit

*Optional* subjects:

- Bank marketing
- Business correspondence and communication in English

Internship is scheduled during the 1<sup>st</sup> semester of the 2<sup>nd</sup> year of study, according to an Internship Guide, available to students at <https://www.artifex.org.ro/graficul-activitatilor/practica-studentilor/>.

The master's degree study program ends with the writing and the defending of the dissertation paper. On passing the dissertation exam, 10 credit points are awarded, in addition to the credit points accrued during the study program (120 ECTS).

**Admission** to the Master degree program *Business administration in Trade, Tourism and Services (AACTS)* takes place according to the Methodology regarding the organization of the admission exam for bachelor's and master's degree programs.

Enrolment documents:

- bachelor's degree diploma or equivalent, original and copy;
- diploma supplement or equivalent, original and copy;
- birth certificate, original and copy;
- marriage certificate, original and copy (if applicable);

- identity document (copy);
- standard medical certificate, issued by authorized medical offices, certifying that the applicants are able to enroll in higher education;
- 3 photos (3/4 size);
- receipt certifying the payment of the enrolment fee (paid at the university cash office);
- framework tuition agreement for the schooling period (received upon enrolment);
- enrolment sheet, filled in and signed by the applicant, upon enrolment;
- paper folder (envelope type)

The tuition fees for the Master's degree program *Business Administration in Trade, Tourism and Services (AACTS)* can be found here: <https://www.artifex.org.ro/taxe-si-tarife/>.

Enrolment is limited to the number of places approved by ARACIS and published in a G.D. in the current year and in compliance with the ARACIS standards for (post)graduate degrees.

For more information, visit: <https://www.artifex.org.ro/admitere/>.

*We look forward to having you as our students and partners!*